



## Agri-Food Marketing Strategies and Consumer Behavior

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### Message from the Guest Editors

In the past, agriculture and food products were mainly viewed as a means to satisfy basic needs, while nowadays, the current agri-food market is marked by changing consumer behaviour. This is further enhanced by changing global trends, an associated growing consumer awareness of sustainability, a broader range of purchase opportunities, political and economic influences, and an overall change in consumer preferences and behaviour regarding the agri-food market. Agricultural and food products increasingly satisfy more than mere basic needs, and food producers and farmers need to adapt to this approach. This concerns the areas of ecology, sustainability, health, trade, etc. Therefore, consumers are often looking for specific signals or tools facilitating the decision-making process.

This Special Issue seeks submissions focused on agriculture, agri-food, agri-economics, agri-management, and agri-marketing under the perspective of consumer behaviour.





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## Message from the Editor-in-Chief

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